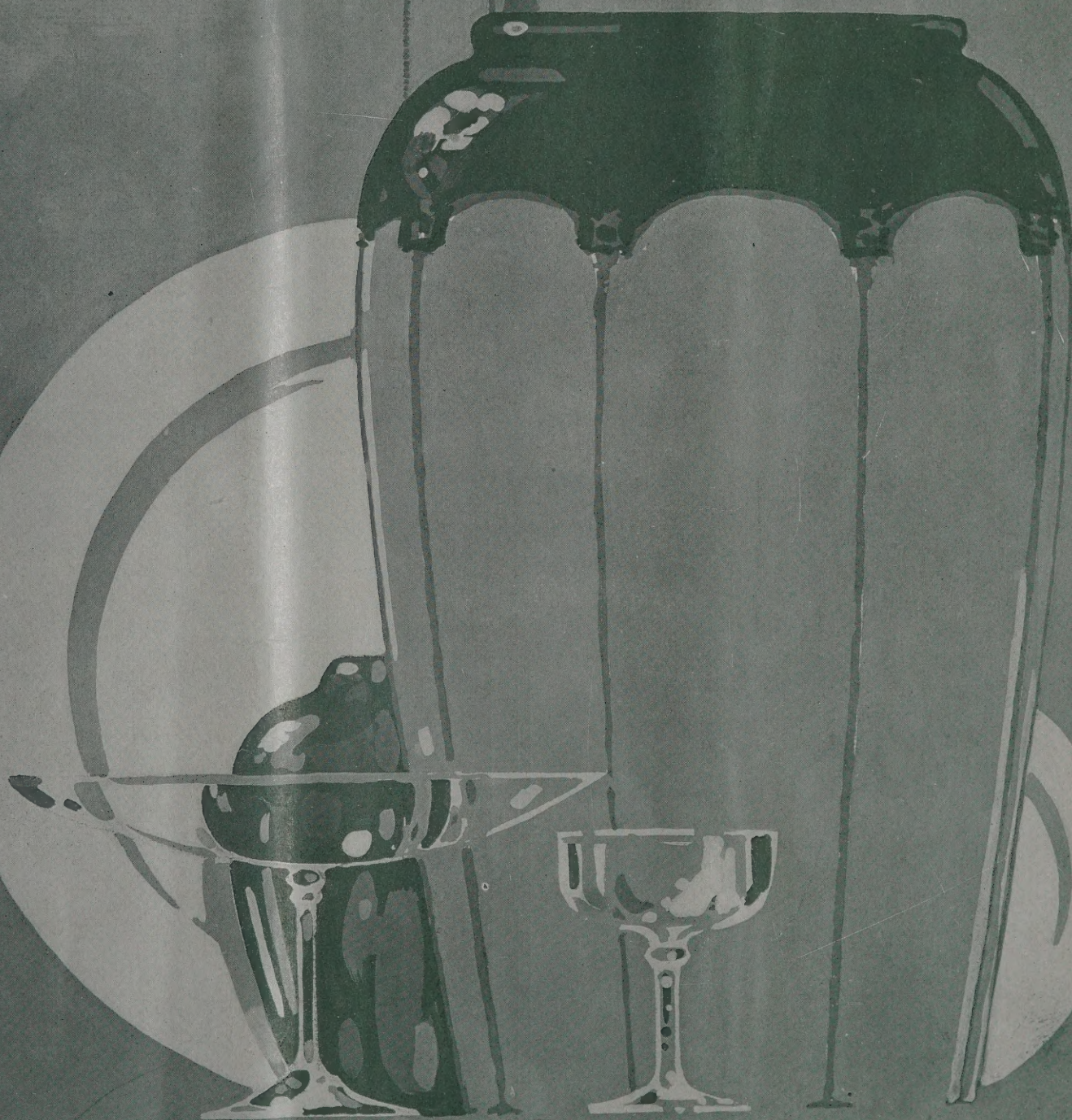


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POTTERY & GLASS



HUOTT PUBLISHING COMPANY

450 FOURTH AVENUE,

NEW YORK

VOLUME XV. No. 4

OCTOBER, 1915

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FINE TABLE GLASSWARE

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can do justice
to this line.
It must be seen.

A complete
assortment of
new goods.



Is always on
view at our
various
salesrooms.
It is there
for your
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Call and see
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THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

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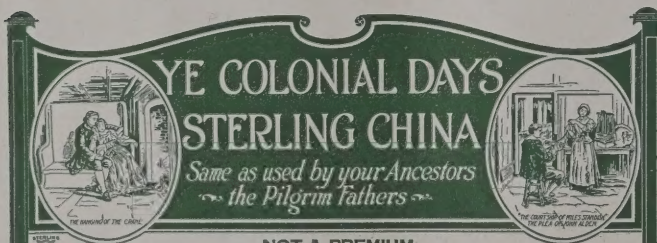
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THE SEBRING POTTERY CO., Sebring, Ohio

Oriental Glass

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LINE OF FINE DECORATED
GLASSWARE IN RUBY,
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THE new patterns for spring delivery are received, opened, marked, and ready for inspection. Under ordinary conditions they would be noticeable, as they constitute a new departure from the "beaten track" of china designs; but made, as they were, under "war" conditions, they are truly remarkable. Call and see them!

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Unaffected
by
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Splendid
Line

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We Manufacture at our
MODERN FACTORY. PORTER, IND.

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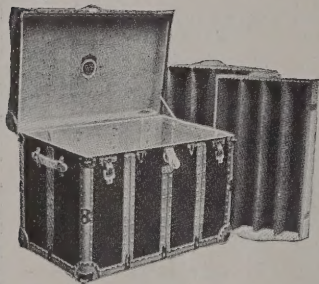
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TRUNKS**

For CHINA
and GLASS

**PLATE
TRUNKS**

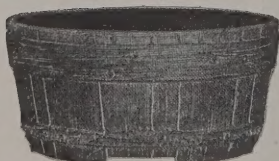
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This is one of the many
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created in our studio and
finished in a rich red brown color of the historic
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Largest and most complete line made in the United States. If you want the low priced kind we have them. If your trade demands better grades try our

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**Basket Weave
Green Woodland
Navarre
Etc., Etc.**

No. 233 "Sylvan" Jardiniere

Sizes 3, 5¼, 6¾, 7, 8, 9, 10 and 11 inch.

Beautifully modeled, rich shaded, green high glaze finish.

Suppose you want a good Jardiniere to retail at a low price for a special, see the

"Lines That Sell"

Jardinieres to retail from 5c to \$10.00 each and each and every one show profit. Don't forget we make the

"Dandy-Line" Yellow Ware

**The Brush-McCoy Pottery Co.
Zanesville, Ohio**

COX & LAFFERTY, 25 Park Place, N. Y.



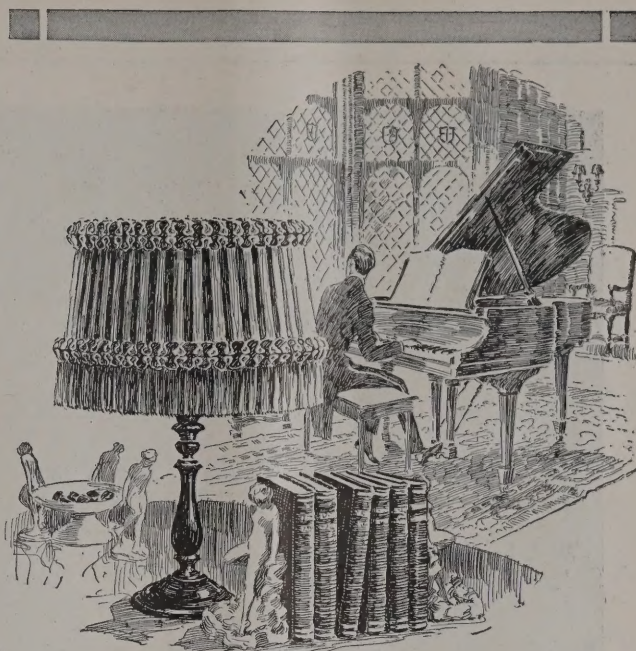
This dainty gold-and-white china is decorated with the best coin gold, with solid gold handles. It is one of the handsomest patterns in

SYRACUSE CHINA

Any monogram put on any of our regular patterns at nominal cost.

WRITE FOR AGENCY

**ONONDAGA POTTERY CO.
SYRACUSE, N. Y.**



THE increasing vogue for decorative lamp, candle and electric-light shades is admirably met in the two new

**CHENEY
SILKS**

— Cheney Mysore and Cheney Geisha Silks. They are, without question, the most beautiful silks obtainable for use where unusual lighting effects are desired.

The rare charm of the soft and varied tints of the new Cheney Geisha Silks makes them especially desirable as material for lamp shades, casement draperies, valances, bed spreads and other similar interior decorative purposes.

Interior craftsmen will do well to consider Cheney Mysore Silks. Back of them is the assurance of long, satisfactory wear, combined with a multiplicity of elegant color combinations and designs, including the prevailing period styles as well as unique verdure motifs.

Cheney Geisha Silks are made in 46 different colors, and are most appropriate where plain colors are preferred.

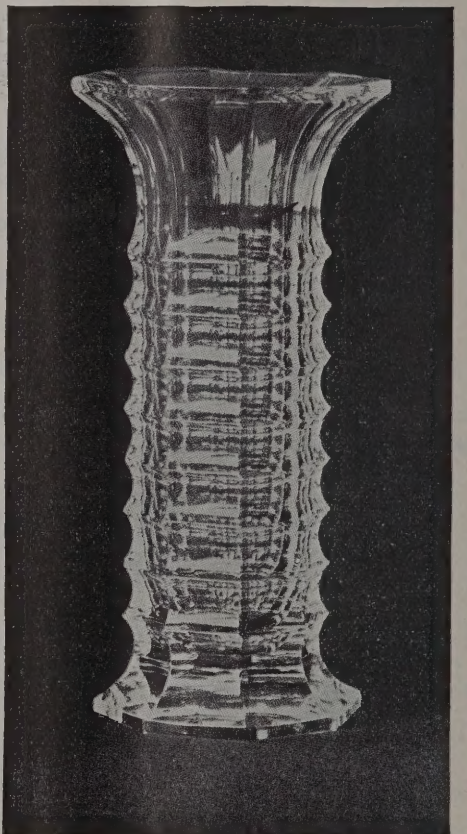
Both Cheney Mysore and Cheney Geisha Silks are sold in cut lengths.

As an aid in securing orders, we will furnish those caring to purchase, sample lengths of these silks with color swatches showing the entire range in which these silks are made.

CHENEY BROTHERS

Silk Manufacturers

4th Avenue and 18th Street, New York



The vogue in the pottery field, as in other lines, is for something new. Here are a few interesting pieces of good design and practical shape that will prove acceptable to those who want the very latest.

POTTERY & GLASS

VOLUME XV. No. 4.

NEW YORK, OCTOBER, 1915.

TERMS: \$2.00 per year in advance
25 cents per copy

What the Advertising Expenditure Should Be

DEPARTMENT STORES IN GOOD LOCATIONS SHOULD NOT EXPEND LESS THAN TWO AND A HALF TO THREE PER CENT. OF THE GROSS SALES FOR ADVERTISING—
THE ADVERTISING POLICIES OF SOME OF THE BIG STORES

AT the recent meeting of the representatives of Advertising Associations of the World, held in Chicago, I. R. Parsons, advertising manager for Carson-Pirie-Scott & Company, Chicago, read a paper on "What Shall the Retail Store Invest in Advertising?" The paper was read before the retail section of the big convention and naturally provoked discussion. Mr. Parsons went into the subject much in detail and reached the conclusion that the expenditure for department stores in good locations should not be less than from 2½ to 3 per cent. of the gross sales. He took the position that this should not be arbitrarily applied to goods of every class but should be the average expenditures. In a series of tables he set forth that in yard goods and accessories the expenditure should range from 1 to 2 per cent.; in dress accessories from 1 to 4 per cent.; in household lines from 1½ to 5 per cent.; in ready-to-wear apparel for women and children from 2½ to 4 per cent., and in ready-to-wear apparel for men and boys from 3 to 5 per cent. But the average he set down as 2½ per cent. Under the head of household lines he put furniture at 5 per cent., housefurnishings at 4 per cent. and carpets and rugs at 3 per cent. These are among the highest of the rates. Men's clothing is the only other line which, in the opinion of Mr. Parsons, should be entitled to an expenditure of 5 per cent. of the gross sales.

Naturally the paper provoked discussion, and interesting views on this important subject were brought out. These are especially valuable owing to the prominence in the commercial world of the men thus expressing themselves.

In speaking of his store's policies, the head of one firm said: "It is our policy to devote publicity to merchandise which the public wants rather than to merchandise which the stores wish to dispose of."

Joseph H. Appel, publicity director of the Wanamaker stores, said among other things: "Efficient advertising requires the writer's personal examination of the merchandise. He must then make it speak louder

than words to bring people into the store, where the merchandise can speak for itself."

Another expert, in discussing the relation existing between retail advertising and the use of the store's display windows, made this point: "If you want adequate returns on your advertising it should be backed up by show windows and departmental displays. This off season business is a matter of ideas and the ideas must be exploited by advertising. But every successful store should reach a point where merchandise can be advertised less and the store more."

Mr. Parsons reflected the well-known policy of the house which he serves, and which does not indulge in extravagances either in expenditure or statement. When the elder members of Carson-Pirie-Scott & Company were living, and when all store advertising was much more flamboyant than it is now, some of the exaggeration of that time grated on the sturdy Scotch honesty of the elder Pirie, and he became one of the first exponents of "truth in advertising," a policy which has served the house well for nearly half a century. It is not surprising, therefore, to find Mr. Parsons, in sizing up what he calls the "broad-gauge proprietor," reflecting the spirit and the guiding policy of the firm as follows:

"He insists that the store hold strictly to the truth in its merchandise and its advertising. He believes that the sin of omission is as great as the sin of commission. He insists that advertising space shall be used to inform the public about the store, not cajole or tempt or entice the public into buying something it doesn't want.

"He generals a store that considers it a duty and therefore does tell the public the truth about itself, telling that public editorially and otherwise in its advertising of its business purpose and intent and to what extent it is achieving that purpose.

"His store goes out to do big things when it has big things to do, but he doesn't believe in filling page after page of newspaper space unless the store has

something to say worth all the space it takes to say it.

"He doesn't believe in using any very large fixed space every day in the newspapers, but instead feels it better business to use the space each event justifies, even if the space costs a little more that way, than to run the risk of finding the store some day forced to fill a big fixed space with copy whether or not the sales or the merchandise or the season or the weather justifies it.

"The store which this great man generals has not been forced to shout at a pitch of 125 degrees, because his is not the store which the public, tolerantly standing for it in the past, has now decided to discount in every way in its attempt to arrive somewhere near the truth hidden under the bluster of its advertisement.

"No, indeed, this store of which I speak has been founded on the Abraham Lincoln principle, and so words in this store's advertising are to be taken literally as expressing the absolute facts they plainly state. Each adjective, when it gets into this store's advertising, continues to hold its exact shade of meaning, and 'remarkable' and 'unusual' and all these other words so commonly used to fill space are used under this store's name-cut only when the sale or the article the words describe are just what they are supposed to describe and nothing else."

Good doctrine that, worthy of emulation by merchants who want to build for the future and to get and hold the confidence of the buying public.

PENNSYLVANIA LEADS STATES IN CLAY PRODUCTION.

THE quantity and value of the clay mined and sold in 1914, as shown by a report by Jefferson Middleton, just issued by the United States Geological Survey, was 2,209,860 short tons, valued at \$3,756,568. This was a considerable reduction from the output of 1913, but as compared with that for earlier years it showed that the conditions of the industry are fairly good, for in only two years—1912 and 1913—has the value of the clay marketed exceeded that of 1914. The principal clay mined, judging by quantity and value of that sold, was fire clay, 1,409,567 short tons, valued at \$2,147,277, which was a decrease of 410,912 tons and of \$445,314 from 1913. The production of kaolin was 34,191 tons in 1914, valued at \$284,817, an increase of 5,357 tons and of \$49,360 over 1913. These clays are used principally in making high-grade pottery, and the increase in their production, though small, shows that the domestic clays are finding greater use in the manufacture of high-grade ware.

Pennsylvania was the leading clay-producing state in 1914, reporting an output of 376,697 tons, valued at \$715,458. New Jersey was a close second in the production of clay, reporting 373,703 tons, valued at \$648,584 in 1914. As in 1913, Ohio, the leading

clay manufacturing state, was third in quantity and fifth in value of clay marketed in 1914. Missouri was fourth in quantity and third in value. Illinois was fifth in quantity and sixth in value, and Georgia was sixth in production and fourth in value. These six states, Pennsylvania, New Jersey, Ohio, Missouri, Illinois and Georgia, reported about 70 per cent. of the total quantity and value of clay marketed in 1914.

KEEPING TRADE IN THE HOME TOWN.

MANY merchants located in small towns complain that the best trade goes to nearby cities. It is a familiar complaint and not confined to any state or part of the country. How to meet this condition is a puzzler to many, and, to say the least, discouraging to merchants of the progressive class who make a study of the wants of their community, and try hard to get a larger share of business.

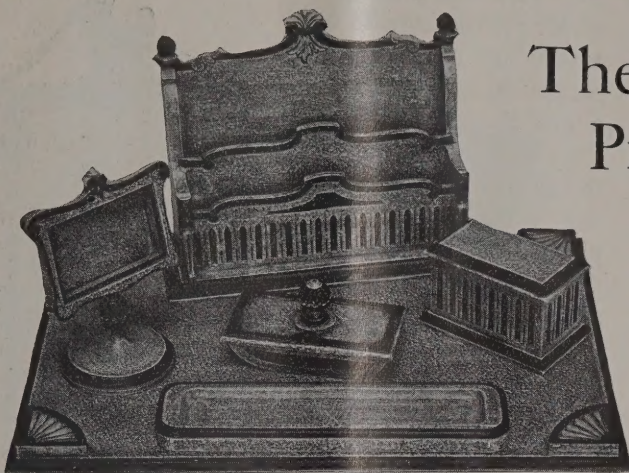
Now let's analyze the situation for the cause, and apply the remedy.

The merchant who carries standard lines of goods, the same as his customer buys if he goes to the city, is either short on publicity or does not give the right service to his customer. Both of these are very vital, and we suspect are found wanting in many stores.

Because your store is located in his town is not the only reason a citizen buys from you, and because you are located on the main street, and he passes your store every day, is not conclusive proof that the same citizen knows what lines of goods you carry—that he can buy the same goods made by the same manufacturer in the same decorations, and with the same class of workmanship from you as from the other fellow. He needs constant reminding of the fact, and in an intelligent, convincing way through his paper, the mails and in other up-to-date ways used by the fellow that is now taking this trade away from you.

City merchants are not relying on the fact that they have been established for fifty years, are located on the best business corner to get business. They are keeping this in the background while intelligent advertising, window displays and handling the right goods at the right price are working for them. And it is this everlasting push, with one idea in view all the time, that gets the business. Small town merchants could profitably take a trip to a nearby city each season just to get a little more ginger into their systems, find out what the other fellow is doing, how he does it, and create a little more interest in his store by doing things differently—adopting city methods.

The world gives its admiration, not to those who do what nobody else attempts, but to those who do best what multitudes do well.



No. 40—A very attractive and salable desk set, entirely unique, colored in black and gold, black and ivory, or black and orange.

The Gift Department—Its Profit and Advantage

The resourceful merchant has found in the Gift Section a solution to his dull China seasons, for gifts are very salable when staple goods are not. Some other points in favor of the Gift Department

THE successful retail merchant of today exerts every effort to stimulate business—and that, in a word, is the reason for the gift and holiday section.

In the average crockery store or china department the sale of staple goods drops off to a considerable extent at Christmas time, for no one makes gifts of dinnerware, table glassware or cooking dishes—and, consequently, most of the business of the season is done on the sale of single pieces of fancy china, cut glass, and small articles. To meet this demand, therefore, all the small pieces of china, etc., suitable for gifts, and the like should be assembled by themselves in one section.

Not only are the regular goods displayed attractively in this section, but articles that the china buyer would not have considered at all a short time ago are now carried, such as decorated wood, metal, and willow bird cages, mahogany specialties, playing-card presses, glass lined vases, candlesticks, desk sets and tea trays.



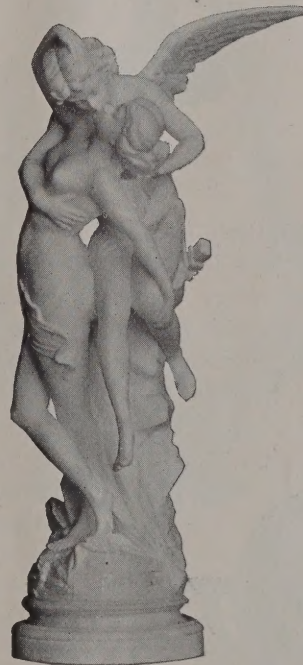
No. 41—An interesting cheese and cracker dish—quaint in shape and decoration—that would make a most acceptable gift.

Delightful little muffin stands are set about the department filled with dainty china; tea wagons, loaded with afternoon tea necessities are shown, and hun-

dreds of other pieces, besides the small articles of cut and engraved glass, silver-deposit ware, bric-a-brac, and fancy china are featured.

While the gift section is especially desirable at Christmas time, it is a strong selling factor the year around, for gifts are bought—and are salable—in every month and season.

But the merchant or the manager who conducts



No. 42.—A modern conception of Cupid and Psyche in marble.

a gift department must appreciate fully his position. He must invite sales by every means within his power. He must have attractive displays always and frequently. He must keep a big variety of goods on hand and be up-to-date in their styles and decorations.

Furthermore, it is essential that a gift department should receive adequate window display.

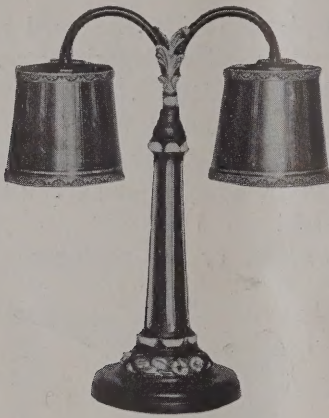
Shoppers during the holiday season wander from



No. 43—A useful article that appeals to every man who enjoys a smoke.

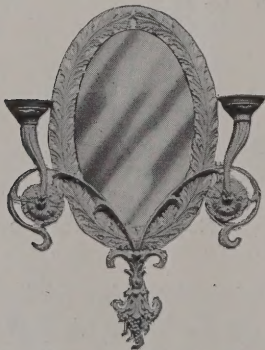
store to store, and it is the new and attractive which "catches the eye."

And the gift section should be advertised extensively. Call attention to the appropriateness of china for gifts—speak of its sentimental value—its intrinsic merits—its lasting qualities—and the varieties of selection it offers.



No. 44—A distinctive boudoir or desk lamp with colored decorations.

The sum total, therefore, of the gift section—its location—its display—its advertising—should be impressions. A customer who is looking for a gift wants to find something that is sentimentally appropriate—nothing, therefore, that he might find in the stove department, or in the iron ware department, although it might be the best thing he could discover, would appeal to him, for it would not have the beauty



No. 45—An interesting Italian Renaissance Girandole—a particularly decorative gift suggestion.

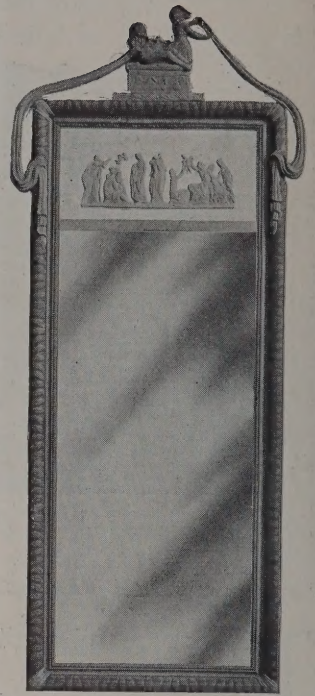
of environment. Its very surroundings would destroy his spirit of mind, and the type of goods near it would make it seem undesirable and highly inappropriate. On the other hand, anything picked up in a well arranged gift department—set aside for nothing else but gifts—is heightened by the character of the goods around it. It seems to have the holi-

day spirit which one generally associates with the season of the year. It carries the impression that a gift should carry—and that, after all, is the real thing that makes a gift sale. The window displays should accomplish the same results. They should give the proper impression, and possess a halo of appropriateness. And no less important in the same respect is the advertising of the gift section. The very copy used, its wording, its illustrations, its general arrangement, should breathe the spirit and sentiment of the season.

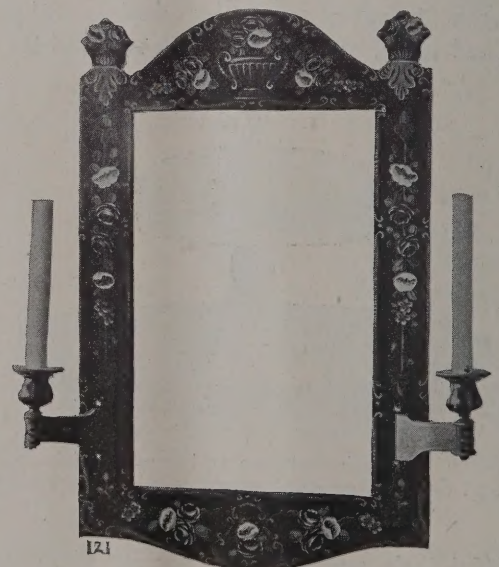
"The gift section is a splendid money-making proposition," said a prominent merchant recently.

"It doesn't tie up a large capital in stocking it properly, for most of the goods cost very little. It picks up 'odds and ends' of trade that the store could never get in any other way. It gives a wonderful opportunity for advertising in and of itself. The way the goods are displayed, the way they are wrapped and tied for delivery, the way they are advertised, can be made to give the whole store a certain distinction and refined reputation.

"You get more chance to display gift goods than almost any other item of merchandise you can think of. And yet most merchants let the opportunity of a gift



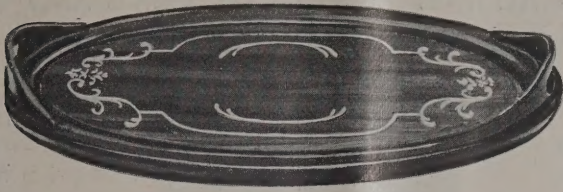
No. 46—Wall mirror, the decorative motifs of which are adapted from the classical.



No. 47—Another mirror with painted decorations of the peasant type. It is very distinctive and decorative.

POTTERY AND GLASS

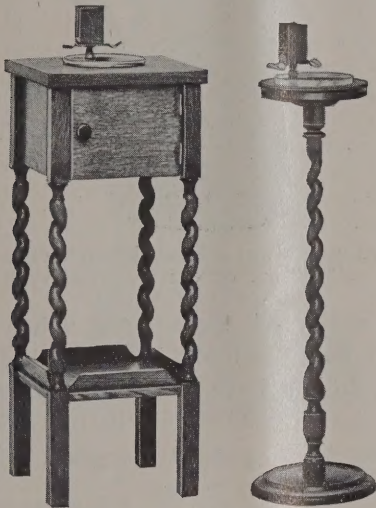
department pass them by. Of course, I do not mean to sacrifice staple lines of china and glass to the smaller



No. 53—Mahogany cocktail tray with inlay decoration.

gift lines, but I do believe in making the gift department a section de luxe."

And it must be remembered that the gift section is



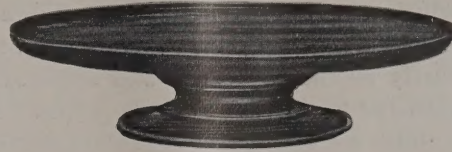
No. 54—Smokers' stands in a great variety of designs are now carried in the best shops.

not a passing fashion—it can be kept intact in the store throughout the complete year. People soon learn that "So and So's" establishment carries small pieces of



No. 55—An attractive embroidered silk screen that makes a strong appeal.

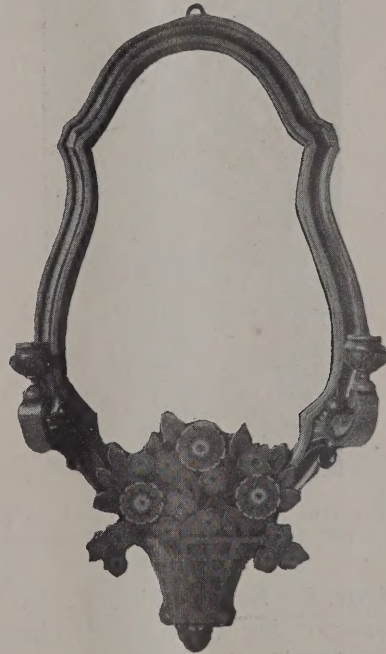
furniture, china, and bric-a-brac, from a dollar up to a hundred dollars perhaps, and when they want any small moderately priced article, they buy it there, no matter what the time of the year. It is also well to remember that someone, somewhere, is always buying some gift, and it is these odd purchases which in a com-



No. 56—The mahogany serviette always makes an appropriate gift. It comes in a number of finishes.

munity of even small size, soon run up to many score a day and keeps the gift section always busy.

Of course, it really isn't necessary to go in too strongly on the wood and metal specialties, as there is a wealth of articles in every china and glass stock that can be featured as gifts. But at least, adopt the idea, and arrange your cut glass and specialties on tables grouped according to price. If possible, have boxes into which they will fit snugly—for what woman would think of giving a Christmas present unless it was en-



No. 57—A charming basket mirror with painted decorations of the peasant type. It is a particularly good gift number.

cased in a suitable box? Another good idea that made many sales last season for one of the metropolitan stores was a "store to recipient" delivery. The goods were delivered in an unmarked box, without price or sales slips and neatly tied with red ribbon, directly to the recipient.

Now is the time to start and stock a gift depart-

(Continued on page 20)

The Revival of Good Cut Glass

THE PUBLIC WILL NEVER BECOME PREJUDICED AGAINST GOOD CUT GLASS AND RETAILERS FROM EVERY SECTION ARE STRONGLY CONVINCED THAT THE "HONEST CUT GOODS" WILL BE IN DEMAND DURING THE FALL MONTHS

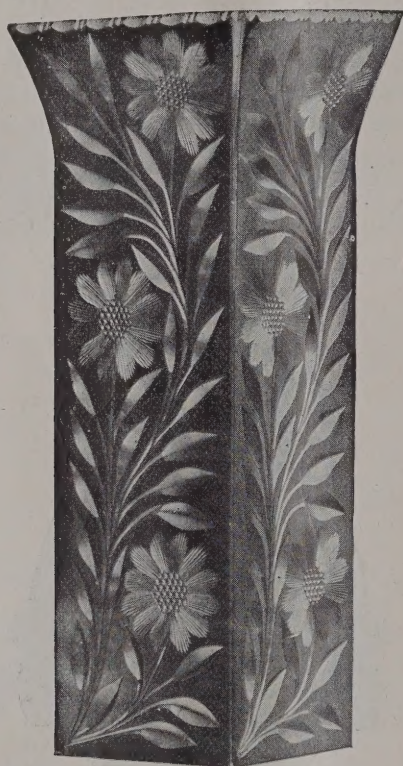
THE theory that cut glass is losing favor with the exclusive trade is advanced by many in the trade, manufacturers and retailers, alike. But what of that? Surely all the refinement and sense of beauty is not restricted to one class of the people. The department stores are selling more cut glass than ever before, the premium houses are taking it in quantities that look like "war orders," and the great masses of "common people" are buying it.

And stranger still is the fact that the old theory of lost favor among the wealthy is not borne out by the

matter with cut glass?" "Nothing, our sales are running ahead of last year, and we look for a big fall business." Up to last year it was a matter of price with



No. 49—Jugs are always in style and their sale means additional orders for tumblers.



No. 48—A graceful pattern that is much in demand this fall. While well cut and finished, this vase is offered at popular prices.

every-day facts, for New York's exclusive Fifth Avenue shops are carrying well balanced stocks and featuring it freely in their display windows.

Perhaps many people did tire of cut glass, but the bringing out of many beautiful new patterns and shapes is creating new life for the honest cut goods. The cutting shops making this class of goods are all busy, and surely they are not cutting quantities of ware just for stock purposes. Naturally not, then the signs of activity are the natural results of an increasing demand for this artistic commodity.

Department store buyers throughout the country all give the same answer to our questions: "What is the

the buyer, as a result manufacturers had to sacrifice quality, but now the trend is for quality and better prices. Conditions have changed materially, and instead of a market flooded with hastily finished goods, the stores are showing honest cut glass, in many beautiful new designs.

Last month we stated that cut glass was again coming into its own, and this month we are surer of it than ever, for in a single day's business, yes, in a single order, nineteen thousand dollars worth of cut glass was sold by a New York selling agent. Isn't that proof enough that the demand will be stronger than ever during the year to come? And we might add it wasn't the cheapest grade of ware on the market, either.

Much of the credit for the "come-back" of cut glass must be given to the blank manufacturers who have continued to turn out a superior article in the face of great odds. Their designers have brought out some splendid floral patterns, the figured blanks going to the cutting shops with just enough of the design apparent to enable the shops to imprint their own individuality and distinctiveness into each piece.

A few years back it was thought that the designers had about reached their limit and that the star, the



No. 50—Well designed and cut sugars and creamers can always be featured with good results. Those illustrated are richly cut in the popular floral patterns.

POTTERY AND GLASS

buzz-saws, hob-nails, prisms, and sunbursts were about the only designs that could be produced in cut glass. Then came the floral idea and since then the field of design has been practically unlimited. There are hundreds of beautiful flowers that even yet have not been



No. 51—The corset-shaped vase is one of the strongest selling blanks ever brought out. When beautified with a floral pattern it is a sure seller for the dealer.

cut into glass but each season sees a new floral, the best of which are now being patented as rapidly as they make their appearance.

There is still room, however, for new designs, and there are any number of shapes that can be utilized, but the fact that they are produced too infrequent does not of necessity mean that the designers have lacked the artistic ability, the main difficulty being producing a design that can be cut. If any design could be used the decorative motifs of the old masters would have appeared long before this.

Some retailers have stated that the figured blank has cheapened cut glass to a point where only the common people would buy. Such a statement, however, is ridiculous for the standard of honest cut glass has not been reduced in any way by the introduction of the figured blanks. It has proved a great time saver to the manufacturer and has enabled him to sell his product at greatly reduced prices.

"We do not believe that the public is or will ever become prejudiced against good cut glass," stated a prominent retailer recently. "We are selling both the cheap and the expensive and do not believe that the former in any way interferes with the sales of better grade goods. The coming of the fall months will

again prove this, for cut glass of both grades will undoubtedly be bought freely for Christmas gifts, not to speak of the fall weddings which annually create a large demand. We know of a few stores that are not carrying much cut ware now, they are very conservative shops and, perhaps, can afford to take this course, but we find that the public wants cut glass of both qualities, with a strong leaning toward the higher priced articles which even the most ignorant can see is worth the higher price. True, the introduction of the half finished goods is responsible for the price slashing methods of bargain stores, but the stores with a reputation for honest merchandise will continue to sell the best class of cut glass, to all classes of trade, as long as the workmanship and artisticness of the product is upheld by the manufacturers."

Before the advent of the "acid polish" cut glass was polished by hand, a method some shops still use. But the acid bath is now almost universally used and in defending it may be said that it is a quick, clean and more healthful operation than the hand polish. While its adoption has greatly increased the production of cut glass it also made possible the manufacture of very cheap goods, the manufacturer forced to meet a price not giving the goods the careful attention necessary to turn out perfectly finished glass. The acid finish well and intelligently done is not a drawback, it has many advantages in its favor.

When you get a new idea about your business don't put it away, and say, "Some day I'll use that." Do it now.

The fact that your store is never dirty may not attract any attention, but be sure the reverse will.

Don't be afraid to refuse more credit to the man who does not pay his bills. There is little to be gained by throwing good money after bad.



No. 52—A three-pint jug, well cut, that is being offered at a popular price.

Is the Special Sale Being Overdone?

A REACTION AGAINST TOO FREQUENT SALES IS BEGINNING TO TAKE PLACE—MERCHANTS ARE DISCOVERING THAT THE CONSTANT HOLDING OF SALES IS NOT GOOD POLICY

THE tendency of a great many stores to attract trade by special sales and the advertising of cut prices is regarded by careful observers to be a grave mistake when not tempered by moderation. In a recent article by John Allen Murphy on this phase of merchandising, he says:

"It seems to me that there is a very dangerous tendency in retail advertising. Before writing this article, I looked over several hundred retail advertisements. In practically all of them, price was the basis of the appeal. Most of them were featuring merchandise at reduced prices.

"The only evident purpose of the advertisement was to sell goods at less than the regular prices. The merchants seemed anxious to sacrifice their profits, and to get cost out of their merchandise. The announcements read like a tale of woe. Every imaginable kind of trouble was catalogued as a reason for the price reduction.

"I believe that this constant advertising of reduced quotations has the effect of undermining the confidence of the public in the sincerity of retail advertising.

"Of course, price is an important factor in every sale, and I believe that it should be quoted in practically every advertisement. Without it, a piece of advertising copy is incomplete. Sometimes it is advisable to argue in an announcement, as to the justness of the price being asked. Then again, when there is a good reason for offering goods at a special price, and the price is a genuine bargain, this fact should be harped on and emphasized in the advertising. However, otherwise, price should not be made the sole basis of the selling appeal.

"There is no reason in the world why retail advertising should be allowed to degenerate into a debauch of quotations. No dealer can sell goods if he charges unreasonable prices for them.

"It goes without saying that the merchant who wants to remain in business must, within certain limits, meet all legitimate competition. He, therefore, should not be afraid to name his prices and brag about them when there is something to brag about. But when he talks price all the time, he is, in most cases, telling the most uninteresting thing about the goods. There are many points about his merchandise that are more interesting than the price.

"Study the manufacturer's advertising. Most of the time it says nothing at all about the price. It describes the article interestingly, giving a lot of facts about it. It talks utility, style, beauty, purity, quality or whatever the main characteristics of the

product are. It tells of the many ways in which the thing can be used.

"It appeals to many different impulses. It tries to create a demand for the article. Price advertising does little to make folks want the article, unless they are already in the market for the goods.

"Retail ad writers have pumped the dictionary dry of adjectives in telling about their prices. The most ridiculous statements are made—statements which everybody discounts. This is one reason why so many retailers complain that advertising does not pay. Of course, this kind of copy cannot be expected to pay.

"Department stores are largely to blame for all this price hysteria. They have set the crazy pace and smaller stores are trying to keep in step. They are always trying to establish new sales records. To beat a certain big day or week of last year, they have to murder prices, or pretend to be doing so. Only the most sensational methods will accomplish the desired result.

"Feeding the public sensations is like giving dope to a patient—larger doses are required each time.

"Too much is expected of retail advertising. The merchant usually expects every little announcement he runs to bring him a lot of extra business. It won't. Advertising is a good thing for any business, but every advertisement won't work wonders. The effect of any one advertisement will be scarcely noticeable. It is the cumulative effect of steady advertising that counts—spasmodic advertising is of doubtful value. Persistent advertising is bound to get its message across.

"A reaction against too frequent sales is beginning to take place. Merchants are discovering that the constant holding of sales is not good policy. The public either becomes sated or else they postpone buying their regular wants waiting for the sale. In my time I was very enthusiastic on the subject of sales, but I've learned through bitter experience that sales increase business at a frightful toll. They eat up profits and kill the regular, every day business. When there is a real good excuse for a sale, it is a good thing to put one on, but these good excuses should not be found too often.

"In the long run, the conservative policy wins out best in merchandising. Of course, the ultra-conservative hasn't much show in these strenuously progressive times. But the fellow who hustles for business and keeps his methods up to date and at the same time remains conservative is bound to win out. Sales should be conducted honestly three or four

POTTERY AND GLASS

times a year. Aside from this, regular advertising, exploiting prices, service, quality of goods, etc., and kept up all the time, will pay better than holding one sale right after another and harping on price all the time. A constant effort to get business at full prices will pay better than to try to stimulate business artificially by cutting prices."

RETAIL DEALERS TO HOLD MASS MEETING.

Representatives of the leading retail dealers' associations within a radius of fifty miles of New York City have been invited to hear the Congressman, author of the now widely known "Stevens Bill," and other celebrated men, address a mass meeting at the Hotel Astor, on the evening of October 27.

Among the speakers who have already accepted are Hon. Daniel J. Griffith and Charles Dushwind, counsel for the newly-formed organization, "The Tobacco Merchants of America."

At the close of a recent preliminary meeting, Dr. W. C. Anderson, Chairman of the Conference, said: "At this meeting 5,400 retailers are represented. At the general meeting in October, we expect to have represented at least 25,000 retailers. Never before have retail organizations met on such common ground and never has it been more important that they meet with the deliberate intention of impressing upon Congress the necessity of relief measures which will insure to the independent merchant a continuation of the rights and privileges under the common law established by our forefathers."

The mass meeting will be held in the east ball room of the Hotel Astor and it is anticipated that practically every retail organization in the city will be represented through delegates and members.

LONDON TO HOLD BIG COMMERCIAL FAIR NEXT MARCH.

Practically every nation, except those now fighting the allied army, will take part in a great commercial exhibition which will be held in London next March. The affair will be larger and more comprehensive than anything ever before attempted in England and the one aim of the scheme is to bring makers and dealers together. It is a solid business enterprise at which the wholesale goods of the world will be exhibited to the dealers of the world.

China, glass and pottery is one of the principal sections decided upon, the other important sections being: Toys, games and sporting goods, hardware, electrical apparatus, jewelry and allied trades, lighting, cooking and heating appliances, musical instruments and leather goods.

The two largest halls in London, Olympia and the Royal Agricultural Hall, have been secured, and about five miles of stall frontage arranged for. To save prospective buyers time, the associated sections will be grouped under the same roof and automobiles will be provided free to link up the two halls.

It is planned to make the affair an annual one, so readily has the project been taken up by both home and foreign trade.

The project was started last August by the International Trade Exhibitions, an association of organizers with wide experience handling trade displays of all kinds. The United States is said to be well to the fore among neutral nations to be represented.

The little things done willingly for a customer will bring that customer back for the bigger things.

* * *

If there lingers in your mind any idea that small sales are not worth looking after, investigate the business done by the five-and-ten-cent stores.



The line cut is the only logical engraving to use in a newspaper advertisement. A good sketch will add greatly to the attractiveness of the copy and at the same time create a desire to buy. This illustration is reproduced from a recent advertisement of Gimbel Bros., New York.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
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METAL AND ALLIED INDUSTRIES

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STOPPING FOR BREATH.

Even the best and quickest
runner occasionally has to
stop for breath. And in the
race for commercial supremacy

the biggest and best stores stop for breath. They
run along for weeks or months or even years at break-
neck speed, performing their functions without inter-
ruption, and apparently covering a good amount of
ground.

But there comes a time when they stop for breath.
They are run down—they need winding up, figura-
tively—they pant and gasp for air, to continue the
metaphor. And as they stop, or hesitate for a moment,
and look around, they are surprised at what they see.
Instead of the starting point miles behind them, as
they had figured—instead of the goal close ahead of
them—they discover but little ground covered, and
find competitors surging past them slowly and surely.

And when they stop to draw in breath, they take in
new ideas, too. They find that the race is not always to
the swift, as the old adage has it, but that brains, and
attention to the "fitness of things," are just as essen-
tial. In running along—racing their own race—they
had given attention only to the matters within them-
selves—the path they followed—the speed they thought
they had attained—their own personal convenience—
and, perhaps, the internal resources they possessed. All
the time, however, they failed to see what was going on
around them. They permitted their competitors to
"steal rides" on the vehicles of passing evolutions and
conveniences.

Or, to drop the metaphor, they failed to note the
trend of the times. They did not give proper impor-

tance to passing events. They clung too long to old
methods, and adapted too slowly the new ideas of the
present. In other words, they wrapped themselves in
a mantel of self-sufficiency and self-complacency. They
were everything to themselves—and the existence of the
external was as nothing.

If you (or your business) are running at full speed,
therefore, stop for a moment for breath. In stopping
you will get a chance to look around and observe the
speed of the others who are racing with you—and you
may learn a great many things that will help you, and
make easier the attainment of your goal. Even if you
do not expect to find anything wrong, stop for breath—
stop for a resting spell—and you can begin again with
a renewed and better vigor.

CHECK YOUR FREIGHT BILLS!

REPORT PROMPTLY LOSS OR DAMAGE.

Much of the trouble and delay experienced by
shippers in the matter of claims for freight over-
charges and in the securing of prompt adjustment
of claims for loss or damage, is attributable to negli-
gence on the part of the receivers (consignees) of
freight, who frequently are not interested in the over-
charge or loss or damage, charging the same back to
the shipper.

With the purpose of securing co-operation and im-
proved methods on the part of receivers of freight,
we would urge them to weigh their freight and
check the rates applied, so as to insure the proper
charge and thereby avoid an overcharge. The re-
ceiver of freight should likewise require the proper
notation to be made on the freight bill by the de-
livering agent in the case of loss or damage appar-
ent at time of delivery, and in the case of concealed
loss or damage he should make an immediate report
to the delivering agent.

With the view of securing the co-operation of the
receivers of your freight, we would recommend to
our readers the preparation of a small blank, six
by three inches, to be used as an "insert" with
the transmission of bills of lading or shipping tic-
kets of the following form:

IMPORTANT.

WEIGH YOUR FREIGHT AND CHECK YOUR RATES.
EXAMINE GOODS BEFORE ACCEPTING. DO NOT GIVE A
CLEAR RECEIPT IF DAMAGED OR SHORT.

We hold a clear receipt from the Transportation
Company that the goods have been delivered to
them in first-class condition.

To prevent overcharge, carefully check the
weights of the items received against the weight
on freight bills. Have rates verified when you have
reason to believe they are incorrect. Insist upon
agent correcting charges to basis of actual weight
and tariff rate.

Require agent to endorse upon original freight bill
shortages disclosed at time of delivery, and in case
of damage to make notation on freight bill of the
exact nature and extent of damage.

Concealed loss or damage disclosed after delivery
upon opening a package should be **immediately** re-
ported to the delivering agent, and an exception re-
quested with statement of the facts disclosed.

By carefully following the above recommendations
you will protect both yourself and the shipper.

The A. B. C. Co.,
New York City.

Technical Facts and Figures

AN INTERESTING DEPARTMENT OF TIMELY COMMENTS ON SUBJECTS OF PARTICULAR INTEREST TO THE POTTERY AND GLASS TRADE

SOFT VITREOUS PORCELAIN (FRENCH PORCELAIN).

(Continued from September.)

THIS porcelain, sometimes termed "frittered porcelain" or "Reaumur porcelain," was the first to be made in France. Its manufacture was abandoned shortly after the discovery of hard porcelain, but from time to time new attempts at making it are taken up, though they are generally of short duration. This material is not really a ceramic product, but a glass (heated to a temperature which is not sufficient, but enough to give it a milky transparency, and covered over with another soft glass), though its use, appearance and the processes of its manufacture caused it to be classed among pottery. The body was composed in the following manner:

Frit.		Body.	
Fontainebleau sand...	60.0	Frit	75
Saltpetre	22.0	White Chalk.....	17
Grey sea salt.....	7.2	Calcareous Argentevil	
Rock alum.....	3.6	mari	8
Alicante soda	3.6		
Montmartre gypsum...	3.6		

Only the vitrified parts of the frit were used. These were ground and added to the chalk and marl, then ground again in water, in such a way as to obtain an impalpable paste. This was dried, and made into a paste by the addition of water, green soft soap, and parchment size. Its composition is almost exactly the same as that of plate-glass.

The moulding, on account of the almost entire absence of plasticity, could only be done by putting a thick layer of body into a plaster mould which had the outside form of the object, and compressing it with a plunger, also of plaster, which roughly represents the form of the inside space, only smaller. The dried piece was finished by turning.

The burning consisted, as in the case of faience, of a first heating to vitrify the body, and a second burning at a lower temperature to fix the glaze. For the first burning, the placing in saggars was very difficult on account of the softening and great shrinkage of the body, and articles had to be held up with supports made of raw body, which would shrink the same as the ware. The glaze was composed of:

Litharge	38
Fontainebleau sand	27
Calcined flint	11
Potash	15
Soda	9

It was melted, ground, made into slip and put on by pouring. In the second burning, the pieces were simply stood on their bases, either in glazed saggars or in muffles.

The colors, with the addition of a small proportion

of alkaline fluxes, were over-glaze, rather brilliant, and harmonized remarkably well with the glaze.

SOFT VITREOUS PORCELAIN (NEW SEVRES PORCELAIN).

In 1884 the pottery at Sèvres, after many attempts to find a porcelain which would lend itself better to decoration than hard porcelain does, and especially one which would produce a turquoise blue for copper, brought out a new kind of ware, to which the name of New Sèvres Porcelain was given. According to Lauth and Dutailly, the body is composed of:

Sand	77	Fontainebleau sand...	49.02
Soda	8.5	Frit	27.45
Saltpetre	16.5	Chalk	16.66
Chalk	18.4	Plastic clay from	
		Dreux	6.86

This composition is similar to that of the preceding porcelain, from which it differs only in a larger ratio of lime to alkalies, and a slightly greater amount of alumina and silica as compared with the fluxes.

The body, although slightly more plastic than that of French porcelain, is still very weak, and the moulding represents some difficulties which are more easily overcome when the objects of luxury are manufactured than when the commercial products are to be made.

The first burning (at Seger Cone 9) is intended to vitrify the body, and not, as in hard porcelain, to convert it into biscuit. The sagging is the same as for burning glazed, hard porcelain.

The glaze is composed of:

Sand	25.52 or 35.15
Chalk	8.60 or 7.43
Cornish stone	65.98 or 7.43
Feldspar	 or 57.42

This corresponds to $ROO - 64 Al_2O_3 \cdot 6.77 SiO_2$ and clearly distinguishes the new porcelain from the French soft porcelain, the glaze of which is an alkaline plumbiferous one. It is applied either by dusting or by dipping.

The decoration, which is the essential feature of this class of ware, may be under-glaze, stained glaze, and also over-glaze. The temperature of the glaze firing is sufficiently low to allow the production of the blue from copper and of reds from iron.

ARGILLACEOUS SOFT PORCELAIN (SEGER'S PORCELAIN).

This porcelain has been manufactured since 1886 in the factory in Berlin. Seger's object in seeking a soft porcelain was the same as that followed by the Sèvres pottery when the new porcelain was invented, but the different starting points led to very different results. The people at Sèvres started with French soft porcelain. Seger took as his pattern Japanese porce-

lain. The following are the different compositions of the body at which he stopped:

Plastic clay	31.0	15.5	15.5
Zettlitz kaolin	...	...	13.0
Sennewitz kaolin	...	19.0	...
Feldspar	30.0	30.0	30.0
Powdered Hohenbocka sand.....	39.0	35.5	41.5

	Pure clay.	Sand.
The plastic clay contains.....	81	19
Zettlitz kaolin	97	3
Sennewitz kaolin	65	35

The chemical composition is approximately the following:

Silica	77.0 to 77.5
Alumina	17.0 to 17.5
Lime	0.30
Magnesia	0.20
Potash	3.75 to 3.80
Soda	0.65 to 0.70

which can be represented by the formula $0.38RO \cdot R_2O^3 \cdot 7SiO_2$, and is almost identical, as to rational analysis, with the composition of Japanese porcelain.

Seger thus completely imitated the Japanese porcelains from a chemical point of view, but in the physical properties Seger's porcelain is less translucent, less hard, more fragile and of a slightly yellowish tint. The body should be plastic enough to lend itself easily to moulding; like hard porcelain, it is heated to convert it into biscuit, then glazed and burned at a temperature sufficient to bend Seger Cone 9. This comparatively low temperature for burning (the same as the new Sèvres porcelain) and its slight hardness has caused this ware to be placed among soft porcelains.

DULL SOFT PORCELAINS (PARIAN PORCELAIN).

The various kinds of soft porcelain may, like the hard porcelains, be hard fired without any glaze. Up to the present time, only French porcelain has been used for this purpose, and this gives dull ware of beautiful appearance. Dull, phosphated porcelain is less satisfactory, and has been replaced by a special body, which, when burned, has a slightly yellowish color, with a dull brilliancy, reminding one of the beautiful marble from Paros, whence its name of "Parian."

Parian body is chiefly composed of a mixture of china clay and feldspar; the latter, under the influence of the high temperature, becomes semi-fused, giving the ware a milky appearance. According to Prossel, its composition is:

Frit.		Body.	
Kaolin	11 ..	Frit	15 9 ..
Feldspar	25 ..	China clay ..	39 28 33 37
White sand	58 83	Feldspar ..	39 42 44 63
Potash	6 18	Cornish stone	14 22 ..
		Flint glass. ..	6 7 ..

The body may be colored so as to produce imitations of ivory or different natural stones, whence the names of "carrara," "malachite," "lazulite," "porphyry" and "obsidian" ware.

The plasticity being so slight makes the moulding rather troublesome, so it is often cast. The ware if

fired at the same temperature as phosphated porcelain (bone china), but the shrinkage, as well as the softening of the mass, necessitate the placing being very carefully done, the projecting parts being held up by supports made of raw body.

DULL FELDSPATHIC SOFT PORCELAIN.

Small objects, buttons and imitations of pearl and agate are made of this material. This manufacture was invented about 1840 by Prosser, who used the English porcelain body, then simply a mixture of feldspar and bone ash, to which plasticity was given by the addition of a greasy body, which was destroyed when burned.

Bapterosse introduced this industry into France, and by the use of special processes and very perfect machinery, entirely "killed" the English trade, and his factory at Briare, with another at Fribourg (Baden), are the only ones which make this kind of ware exclusively at the present time.

The body is formed of feldspar, which is powdered and treated with sulphuric acid to separate part of the impurities (iron oxide). To the purified feldspar is added some coloring oxides, or some times a little bone, ash or chalk. Milk or an emulsion of caseine in a solution of boracic acid is next added, so as to give the material a consistency firm enough for it to be moulded in a press. Five hundred buttons are moulded with one stroke. They are arranged automatically on a sheet of paper, which is used to carry them on to a fireproof plate. This is first heated, so that the paper is burnt up; then the plate is put into a muffle, where it remains about ten minutes. It is then drawn out, the buttons on it are taken off with one stroke of a rake and it is covered with a fresh sheet of paper. The muffles are arranged to the number of thirty in a rectangular down-draught kiln. The burned buttons fall into a series of boxes fastened to a pivot, where they finish cooling, and from which they are taken out through a movable bottom. They may be then decorated, if required, by chromo-lithography, with vitrifiable colors, or gilded. Cameos and small cubes (mosaics) have also been manufactured by this process.

FUSIBLE PYROMETRIC TELL-TALES AND SEGER CONES.

WHILE it is difficult to say by whom and when the first pyrometric tell-tales for use in pottery kilns were introduced, says "La Ceramique," it is, on the other hand, easy to recognize that the scale of fusibility established by Seger has found very general employment in the ceramic industry. This is accountable for by fairly simple reasons: the phenomenon of the fusion of a fusible tell-tale is a simple one, and, moreover, proceeds slowly, like the changes in a ceramic body. This presents an advantage over a number of ap-

(Continued on page 24)

The Buyers and Sellers

Business and Personal Items About Prominent People
in the Different Branches of the Trade

BILLMAN—Charles F. Billman, formerly of Erie, Pa., has been engaged to buy for and manage the housefurnishing department of Rung Bros. Furniture Co.

KEEMAN—Hugh Keeman, for a number of years representing L. Straus & Sons, New York, calling on the bar and restaurant trade, has resigned his position to engage in business for himself.

TORBERT—E. L. Torbert, general manager of the Onondaga Pottery Co., Syracuse, N. Y., was a recent visitor at the showrooms of A. H. Leddeu, the local representative of the firm.

HART—Charles L. Hart, formerly assistant secretary of the Potters' Co-operative Co., has been made general manager of the Ohio China Company's plant at East Palestine, Ohio. He succeeds William E. McConnell, now with the Summit China Co., Akron, Ohio.

SIMPSON—W. J. Simpson, formerly china and glass buyer for the Robert Simpson Co., Toronto, has joined the Canadian expeditionary forces and is now in England with his command. He has been commissioned and detailed as paymaster.

UNDERWOOD—J. Carl Underwood, until recently connected with Marshall, Field & Co., Chicago, has been appointed sales manager of the New York office of Takito, Ogawat CoC., importers of Japanese wares.

WILHELM—R. J. Wilhelm, formerly china and glass buyer for the H. A. Meldrum Co., Buffalo, N. Y., has become manager of the china department of the Trask, Prescott & Richardson Co., Erie, Pa.

CHAPUT—J. W. Chaput, formerly in charge of Trask, Prescott & Richardson Co.'s china department, is now doing the buying for J. Levi & Co., Dubuque, Iowa.

WARNCKE—H. E. Warncke, who has been abroad for the past month or so in the interests of Henry Creague and the Crauge-Walters Co., the new interior decorating concern, returned home early in the month after a successful trip. The new studio of the Crauge-Walters Co. will be opened for business the latter part of October.

KOSCHERAK BROS. TO MOVE UPTOWN.

AN item of particular interest to the pottery and glass trade comes in the announcement that Koscherak Brothers, importers and dealers in china, glassware and art bric-a-brac, now located at 29 Park Place, New York, have leased for a long term of years the eight-story building at 129-131 Fifth Avenue, and the abutting five-story structure at 4 East Twentieth Street, both formerly occupied by Lord & Taylor. These buildings will be subjected to extensive alterations, and according to present plans, will be ready for occupancy by February 1, 1916.

The removal of Koscherak Brothers is rather significant, for they have long been one of the centers of the old down-town crockery district, and their decision to occupy up-town quarters foretells a general exodus from the lower part of New York in the near future. They have been located at their present address for over twenty years.

AN IMMENSE STOCK OF WHITE CHINA.

Decorators and merchants carrying white china for private artist's use need not be perturbed over the threatened scarcity of white ware, for Vogt & Dose are prepared to meet their every need from an immense stock or on import orders. The Limoges factory has been producing to fully seventy-five of its normal output and this season's offerings include many original shapes. Their dinnerware stocks are also in good shape, the very latest productions being recently placed on exhibition in New York. The decorations are in keeping with the high character of the line and range from attractive decal to rich encrusted and raised gold treatment. The fancy china display is also exceptionally strong this season, and is replete with pleasant floral designs on cake dishes, mayonnaise sets, salads, etc., any of which would make a most acceptable Christmas gift. The complete line is now ready for inspection.

The smaller you can keep your stock, and still have what people want when they want it, the more money you will make.

Below many of the illustrations of staple articles and seasonable novelties that are appearing in POTTERY AND GLASS we have put a number. This is to provide a simple method of referring for information. Just give us the number (never mind the page or the issue in which the article appeared) and we will gladly tell you all about it—size, color, price, and the maker's or distributor's name. Please enclose postage with your inquiry.

The Gift Section—Its Advantage

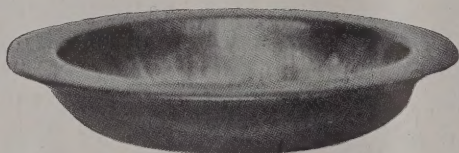
(Continued from page 11)

ment. The holiday season is quickly rolling on, appropriations are being made up, and the china and glass man should pass in his requisitions at once. The



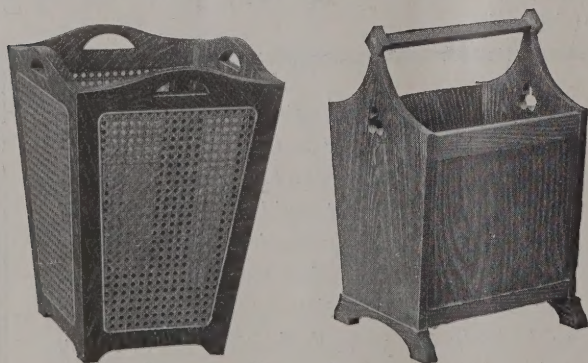
No. 58—The tilt tea table is now shown by the leading stores, as it goes particularly well with dainty china.

list which we run with this article shows but a few of the large number of gift articles to be had today—there are hundreds of others quite as interesting and just as appropriate, and every one a good seller. If



No. 59—One of the new flower bowls so popular at the present time. They come in many attractive shapes and patterns.

any of our readers wants to start a gift section, POTTERY AND GLASS will be very glad to help them in every way possible. We will suggest a suitable assortment of gifts, and will tell just where they may



No. 60—Two interesting wastepaper baskets that are ideal gifts for the home. They are selling well in many of the specialty and china departments.

be bought to best advantage. Just write in, tell us your wants and we will be very glad to answer you in full by the next mail.

GIFTS SUITABLE FOR THE CHINA STORE.

TEA TRAYS	ENGRAVED GLASSWARE
BOOK ENDS	ROCK CRYSTAL
TEA TABLES	HAND-PAINTED CHINA
TEA WAGONS	COFFEE SETS
SMOKERS' STANDS	WICKER FERN STANDS
SMOKERS' SETS	BUREAU SETS
CANDLESTICKS	PORCELAIN VASES
DESK LAMPS	PORCELAIN JARDINIERS
BOUDOIR LAMPS	FANCY CHINA
MUFFIN STANDS	CUT GLASS NAPPIES
JARDINIERE STANDS	WATER SETS
PEDESTALS	STEMWARE ASSORTMENTS
MAHOGANY VASES	MARBLE STATUES
HUMIDORS	BRONZES
MAHOGANY NUT SETS	NEST TABLES
SERVING TRAYS	CHINA VASES
FANCY STEINS	SILVER DEPOSIT
DECORATED BIRD CAGES	ASH RECEIVERS

CUTTING THE PRICE OF STANDARD GOODS.

WHEN a merchant cuts the price on a standardized article of merchandise, he does it, in ninety-nine cases out of a hundred, for the purpose of advertising his store. To be more explicit, says the *Dry Goods Guide*, he does it to mislead the people. He hopes to convey the idea that through some exceptional and unexplained advantage which he possesses over his competitors, he is able to sell all goods at lower prices than they can be bought for elsewhere. He calculates by this means to get enough people of the gullible sort into his store to permit him to unload a substantial amount of unknown and questionable merchandise which yields top notch profits but which are anything but "top-notchers" in quality.

This method is much like that of the old time village and country fair fakirs who used to permit enough bystanders to win cash prizes in the packages purchased to create excitement and incite reckless buying by others. Of course nearly everyone was stuck, and stuck good and proper. The fakir was naturally forced by his methods to play to one-night stands, and by the same token the merchant who makes a regular practice of advertising cut prices on well-known standard articles is going to wake up to the fact sooner or later that in his attempt to fool the people he has fooled himself. The buying public is getting wiser every day. The merchants have educated them in the devious ways of doing business in this age of ours. When you cut prices on regular standardized merchandise that your competitor across the street is selling for its regular and legitimate price, you may be sure he'll tell the trade *why* you're doing it, and what he tells will do you no good, even if by chance it does you no harm.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

CONSIDERABLE buying activity has been noted during the past month in the local market, dinnerware, cut glass and specialties for the holiday trade selling exceptionally well. Since the European war caused a suspension of shipping to a considerable extent, importers have been adding domestic lines, and they have shown great foresight in bringing out practical novelties, not only in china and glass, but in metal and wood, that sell equally as well in the china store or department and to the furniture specialty shops. This tends to widen the scope of the dealer and should result in considerable new fall business for the wholesale houses.

* * *

An exceptionally good assortment of novelties adapted to the gift department of the china store is being shown by M. Herbert & Co. The collection consists of a great variety of decorated wicker novelties, including flower baskets, fern stands, and bird cages. The line is shown in three finishes, an old ivory, a green tint on a white ground, and are suitable for the hall, living room or boudoir. The decoration consists of floral festoons in soft old Dresden colors. In wooden novelties they are showing a new line of decorated candlesticks, smoker sets, ash receivers, etc. A strong feature of this line is the remarkably low prices it is offered at, making it a popular one.

* * *

The new line of Japanese dinnerware recently introduced to the market by Morimura Bros. has taken

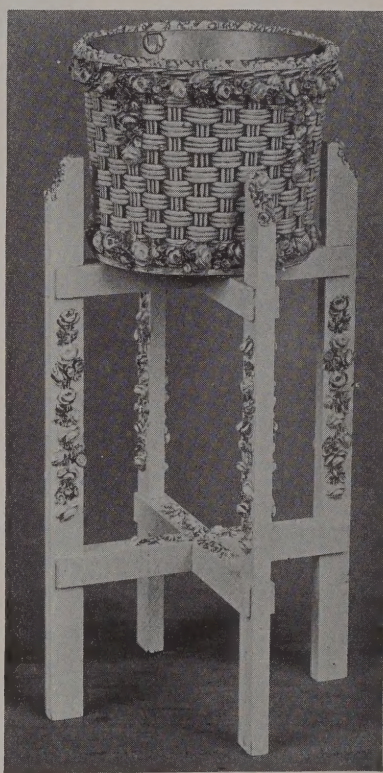
well in the trade wherever shown. The new ware is a pure white with a coin gold edge and coin gold handles. It makes an excellent addition to the already large showing of this firm, who are also showing many additions to their line of Chinese and Japanese porcelain vases, fancy china lamps, and decorative specialties. The complete line is now ready for the inspection of the trade.

* * *

The new line of cuttings which the Camden City Cut Glass Co. recently sent A. P. Doctor, their New York representative, contains a remarkable assortment of small pieces that can be retailed with a good profit. The very latest shapes brought out have been finely decorated with neat floral designs. A line of stemware that is specially good has been decorated with a curtain and drop line pattern, in combination with a floral motif. There are any number of different shapes and designs in napkin holders, puff and powder boxes, hair receivers, pin trays, etc. In addition to the small pieces Mr. Doctor is showing a strong line of bowls, trays and flower holders with a flower decoration and star bottom. It would be to the interests of all visiting dealers to inspect the last mentioned line as it offers sale opportunities for the holiday trade that are sure business creators.

* * *

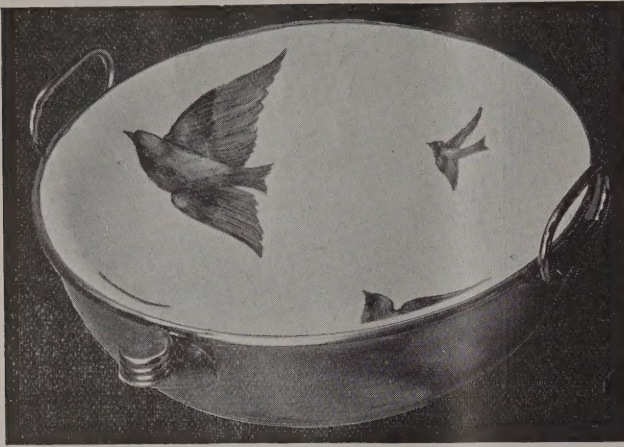
The Fulper Pottery is offering a wide range of small articles packed in cardboard boxes with appropriate printed matter that will appeal to the buyer of Christmas novelties. This line consists of ash



One of the strong selling specialties brought out this season by the M. Herbert Co. This decorated fern stand is offered in three colorings at a popular price.

POTTERY AND GLASS

trays, Japanese flower bowls, single blossom holders, hyacinth bulb vases, etc., all in the popular Vase Kraft glazes. They also show a strong line of novelties, and new vases and bowls, in unique shapes



No. 61—One of the real new copper and china novelties brought out this season—a hot water dish; also made in bowls, platters and plates.

and new glazes, and the usual line of candlesticks and novelties. This line is shown complete in New York.

* * *

A. H. Ledden now has a complete assortment of the new line hotel china recently introduced by the Buffalo Pottery. It is a decorative and serviceable looking line and should go particularly well. The decorations cover a wide range of line of border treatment as well as monograms and special hotel designs. The ware is of an especially serviceable nature for the underglaze decorations will not wash or wear off; in fact, it contains every feature that is so necessary to withstand the hard service the modern hotel ware is put to.

* * *

The buyer for the specialty shop or gift department will find many little novelties that will sell particularly well during the holidays in the line of the Brush-McCoy Pottery Co., displayed at the showrooms of Cox & Lafferty. These small pieces have been arranged in special assortments to facilitate buying—one assortment consists of a certain number of five inch jardinieres, five inch ferns, one pint pitchers, 4½ inch jardinieres, baby mugs, bowls and pitcher. These are artistically decorated on an ivory colored ground. Candlesticks are shown in a wide variety of shapes and decorations. These are also included in special assortments, one a four-piece assortment is comprised of four styles of odd shapes in blended glazes. The "Cleo" ivory decorated line of vases, candlesticks, etc., is another good winter number in the Brush-McCoy line. The shapes are very unique and carry decorations that are just

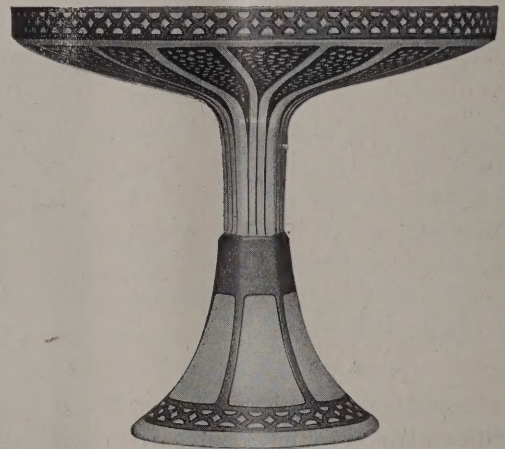
enough out of the ordinary to become strong sellers. Another specially good line made by this pottery is called the "Aegean." This consists of a white Grecian key decoration on a mottled green ground. The "Dandy-line" kitchen specialties in yellow ware is still maintaining its early spring selling records.

* * *

There are a great many single pieces and small sets in "Mettlach" ware that will undoubtedly appeal strongly to the buyers of Christmas gift stocks, for the unique shapes and quaint decorations are particularly appealing to lovers of good things. The list, most of which are to be had from stock, includes afternoon tea sets, salad sets, cracker and cheese dishes, vases, tiles, condiment sets and serving trays.

* * *

One of the most popular decorations shown on domestic ware this season is the "Blue-bird" of the Knowles, Taylor and Knowles Pottery. The decoration is now shown on a very complete line of goods, and the demand for it is keeping the pottery busy. E. W. Hammond, the New York representative of this line, has lately increased his facilities for dis-



No. 63—Quaintly decorated cake dish, a very appropriate Christmas gift.

playing his dinnerware patterns, and needless to say, the "Blue-bird" occupies a most conspicuous position. Knowles, Taylor and Knowles are also showing a wide range of neat conventional dinnerware patterns, some in all English coloring, that the retailer can easily sell at popular prices and make a good return on his investment. Novelty decorations, taken from children fables, are shown on a big line of specialties.

* * *

A small business well under control, and paying a net yearly profit, is better than a big business on a questionable foundation.

* * *

Offers of "something for nothing" may stimulate trade, but that kind of business all tends to raise your percentage cost of doing business.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



JAPANESE GLASS FACTORIES PROSPEROUS.

THE Japanese glass factories are among the beneficiaries of the war and the trade has suffered but little from the anti-Japanese boycott in China, states the Japan Chronicle. Since the devastation of Belgium, a number of glass-importing nations have come to look to Japan for the supply of glass, according to the Mainichi of Osaka. As a result, it is said there are large orders from China, India, the South Seas, Australia and Africa. These orders remain unfilled, owing to the scarcity of ship space available and partly to the shortage of goods. There being a prospect of continued prosperity in the trade, the Asahi Glass Co. has decided to set up a third factory, machinery and plant for which have already been ordered from America.

POTASH IN THE PHILIPPINES.

IT has been found that the ash of the seaweed collected on the shore of Manila Bay in Tondo yields 15 per cent. of potash. This discovery, according to a report by the correspondent at Manila of the United States Department of Commerce, has aroused considerable interest, owing to the war-time scarcity of potash. No data exist to show the exact amount of seaweed available, but it is known in a general way that it is abundant. Explorations and further experimentation will be conducted by the Government.

OLD MING DYNASTY POTTERY STILL IN OPERATION.

IN a recent edition of the Chinese newspaper, Kuo Ming Hsin Pao, the following interesting item concerning an Imperial porcelain manufacturing plant was noted and translated, according to Consul General Edwin S. Cunningham, Hankow, China:

"The King Teh Cheng porcelain manufactory in Kiangsi was established in the time of the Ming dynasty. It was an imperial concern, which supplied all the fine porcelain used in the royal palaces, so every year huge sums of money were spent for its maintenance and its products attained to a state of perfection. Later, manufactories were organized by the people, and, on account of the lack of funds, their

products were far inferior in quality. It is said this was the only place that preserved the ancient ways of making porcelain, with beautiful ancient colors and exquisite designs, to the present time. It was largely destroyed during the late revolution, and the various samples and patterns which were kept there were all partitioned among themselves by the great men of the republican period. Recently Mr. Ko, the customs taotai of Kiukiang, obtained direct sanction from the President and a grant of \$20,000 gold to restart the works. This will be the national model manufactory of porcelain, and the productions will be limited to two special departments—one for the manufacture of porcelain of the highest quality to be used solely for presentation to the rulers of other powers as gifts, and one for the manufacture of articles for the supply of the market. The work will begin in the month of August."

Ching Teh Cheng is situated on the Yangtze River, near the open port of Kiukiang. Since 1396 the imperial porcelain factory has been located there, and the finest Chinese porcelain has been produced, though the output has been small. It seems that the continuation of such a plant would be a commendable undertaking, as this is an art in which China has always excelled.

Never neglect the present customer in the haste to reach another and more promising looking one. Make the most of the immediate opportunity.



An illustration of fancy ware used in a recent Gimbel Bros.' Advertisement.

Technical Facts and Figures

(Continued from page 18)

pliances of greater precision, which furnish instantaneous indications, that are really more exact, but whose interpretation entails greater skill.

The fusible tell-tales employed for measuring kiln temperatures are based on the employment of the same raw materials as are used in the manufacture of the pottery ware, admixed together in variable proportions in such a way as to obtain a suitable degree of fusibility.

The author assisted in the introduction of the Seger cones into practice, a task not without its difficulties, owing to the number of objections urged against them, notwithstanding their greater precision, in general, than the methods of control employed by their detractors.

Now that the supply of these cones has been stopped, a number of manufacturers are in a difficulty and do not know where to turn for a substitute. It is, however, easy to make tell-tales based on the same principle as that employed by Seger. Though the production of the entire scale of cones may be a delicate task, the gradation of the various members of the series entailing considerable care, the author is of the opinion that, given certain precautions and a sufficient knowledge of chemistry, it should be possible to prepare the few individual members that a manufacturer may need.

The ruling idea in the production of fusible tell-tales, or Seger cones, is the employment of mixtures, the constituents of which are in such relative proportions that molecular mixtures are formed.

The first scale of cones, described in 1885, contained 36 numbers. The first three numbers consist of a silicate containing potash and lime in the molecular proportion 0-3:0-7, associated with alumina and ferric oxide. The ratio of alumina to lime is constant, and so is the acidity, but the ratio between the alumina and the ferric oxide is subject to variation, the fusibility being diminished by replacing part of the ferric oxide by alumina.

The molecular formula of cone No. 1 is: $0\text{-}3\text{K}_2\text{O}$, $0\text{-}7\text{CaO}$, $0\text{-}2\text{Fe}_2\text{O}_3$, 4SiO_2 , $3\text{Al}_2\text{O}_3$. It is obtained by the aid of four ingredients: felspar, which provides the alumina and the alkalis, marble which furnishes the lime, quartz which completes the acidity, and ferric oxide. The quantities of these materials (assumed to be pure) are: Felspar 83-55 parts, marble 35-00, quartz 66-00, and ferric oxide 16-00 parts.

To obtain the succeeding numbers 0-1 molecule of ferric oxide is replaced by 0-1 molecule of alumina; that is to say, the molecule of ferric oxide weighing 112, and that of alumina 102, 10-2 of alumina are substituted for 11-2 of ferric oxide. In No. 3, only 0-5 of a molecule is replaced.

	Cones 2.	3.
Felspar	83.55	83.55
Marble	35.00	35.00
Quartz	60.00	57.00
Ferric Oxide	8.00	4.00
Decanted Kaolin	12.95	19.43

The object of introducing kaolin is to supply the deficiency of alumina and silica.

Starting with No. 4, ferric oxide is no longer used, and, to lessen the fusibility, $0\text{-}1\text{Al}_2\text{O}_3$ and 1SiO_2 , that is to say, 0-1 molecule of kaolinite is added to the molecular formula of cone 4, viz., $0\text{-}3\text{K}_2\text{O}$, $0\text{-}7\text{CaO}$, $0\text{-}5\text{Al}_2\text{O}_3$, 4SiO_2 . By proceeding in this way we obtain for cone 10, for instance, the formula: $0\text{-}3\text{K}_2\text{O}$, $0\text{-}7\text{CaO}$, $1\text{Al}_2\text{O}_3$, 10SiO_2 .

Mixtures corresponding to these cones are obtained by using the following quantities:—

	Cones, No. 11.	12.	13.	14.
Felspar	83.55	83.55	83.55	83.55
Marble	35.00	35.00	35.00	35.00
Quartz	252.00	300.00	348.00	396.00
Kaolin	116.55	142.45	168.35	194.25

Cones Nos. 15, 16,, and 17 are prepared on similar lines, by adding to each in succession $0\text{-}3\text{Al}_2\text{O}_3$, 3SiO_2 ; and cones 18, 19, and 20, by adding $0\text{-}4\text{Al}_2\text{O}_3$, 4SiO_2 . This gives for their composition:—

	Cones No. 15.	16.	17.	18.	19.	20.
Felspar	83.55	83.55	83.55	83.55	83.55	83.55
Marble	35.00	35.00	35.00	35.00	35.00	35.00
Quartz	468.00	468.00	468.00	468.00	468.00	468.00
Decanted Kaolin....	233.10	271.95	310.80	362.60	414.40	466.20

The author does not think any useful purpose would be served in describing the method of preparing the other cones, since those higher than Nos. 14 and 15 are not currently used in the ceramic industry, and, moreover, the method of compounding them can be easily deduced from their molecular formulæ, taking into account what has been stated above.

It may be mentioned that—apart from the first members of the series, which exhibit variations in consequence of substitutions—from No. 4, each cone differs from the one preceding merely by the addition of decanted kaolin, of which 0-1 molecule is taken at first, then 0-2, 0-3, and 0-4 molecule in succession.

The manufacture of these tell-tales would be an easy matter if we had at disposal natural substances of the theoretical composition exacted by the formulæ. Nature has not provided such compounds, but, nevertheless, some of them can be found sufficiently pure to allow the traces of extraneous substances present to be neglected. The raw materials used by Seger are: Swedish felspar, decanted Zettlitz kaolin, quartz, and Carrara marble.

These materials contain:

	Felspar.	Decanted Kaolin.	Quartz.	Marble.
Silica	64.32	46.87	98.52	1.00
Alumina	19.41	38.56	1.04	0.12
Ferric Oxide	0.14	0.83	0.04	
Lime	traces	traces		54.93
Magnesia	0.35	traces		0.21
Potash	12.90	1.06		
Soda	2.10			
Loss at red heat....	0.57	12.73		
Carbon Dioxide				43.76

You can advertise the people into any kind of a store but advertising will not send them away pleased customers.

Lamp Lighting Fixtures Shades & Art Metal

ONE of the particularly noticeable features of the fall lamp season is the increased number of desk, hall and boudoir portables shown this year. A majority of the manufacturers have evidently come to the conclusion that the large showy lamps of a season or so ago, are being replaced by the small, neat and decorative lamp. The range of finishes and designs is practically beyond description, old ivory, verde, bronze, and a new copper are particularly prominent, however.

The silk shade has replaced the leaded glass shade to a considerable degree, probably because it can be more easily handled and when used with either a metal or wood base has a more decorative appearance. Floor lamps in mahogany, white and black, black and gold are still in strong demand and are expected to be a leading feature during the holiday season. Fabric shades in a wide range of plain and

printed silks are displayed to match each particular design and finish.

Metal portables are moving well and the early fall sales of the New York department stores were well patronized.

The boudoir lamp is one of the most prominent sizes shown in the comprehensive portable line of the Chas. Parker Co. The new samples include attractive desk and boudoir lamps in cast and wooden designs, metal-overlay, leaded glass and silk shades are used in pleasing combinations. In the larger portables, for reception and living room purposes, they are showing a great variety of original cast metal bases, with bas-relief decorative designs. The shades on this class of goods are also cast in artistic shapes, with art glass panels in soft tints harmonizing with the base.

An adjustable desk lamp is shown, the base of



No. 63—Three attractive electric portables now being offered in the line of a prominent Oriental importing house. Those with the woven bamboo bases and shade frames are silk lined. The other lamp has a rich porcelain base and hand-painted parchment shade.

POTTERY AND GLASS



No. 64—A new type of boudoir lamps. The busts are made of bisque, the dresses of silk and lace in Marie Antoinette and Louis XVI styles and within is a small electric light. The figures are decorative both by day and night.

which is attached to a combination smoker's set, consisting of safety match box holder, ash tray, and cigar rests. This is shown in an antique green finish. The line of brass candlesticks is also worthy of note, the collection including a great assortment of turned patterns.

* * *

The portable line of the Weidlich Bros. Co. is also strong in the small numbers. The bases are



No. 65—An attractive boudoir lamp with mahogany base and silk shade—a good item for the gift section.

finely modeled and in addition to some excellent metal overlay patterns there are some beautifully tinted etched glass shades. A good number in the regular size portable line is a copper base, shell-shaped with a dome shaped shade of yellow and gold art glass.

One of the specialties they are showing is their "Brite-Lite" electric candlestick. This flash or torch-light is equipped with a standard battery, the outer casing being metal in either a silver or gold finish. The "Adam" period decorative motifs are used.

* * *

Malone & Nicholson, selling agents for the lighting glassware of the United States Glass Company, recently placed on display some new semi-indirect

bowls of considerable decorative merit. One, the twenty-three "Aphrodite," is particularly good, the decoration being brought out in strong relief. This particular bowl can be had in white or any of the following tints: Ecru, verde, old Ivory and blue. The etched bowls show careful attention to detail and can be had in Adam, Empire, Florentine, Jacobean and Sheraton designs. Any of these designs can be had in cameo or intaglio, plain, or tinted to match any interior decorative scheme.

* * *

The Fulper Pottery Co. is showing quite a few new shaped portables for the fall season, in which they have introduced most of the beautiful glazes for which this pottery is famed.

* * *

The fall line of the Pittsburgh Lamp, Glass and Brass Co. is now complete and a more varied or comprehensive collection of gas, electric and oil lamps is hard to find. The new offerings include so exquisite black and white treatments in both portables and ceiling fixtures and an attractive line of cone shaped lamps, in copper, bronze, silver and Roman gold finishes, with handsomely etched glass shades.

MORE OPPORTUNITIES FROM ABROAD.

DURING the past month the foreign demand for United States products in all industries has materially increased and the following is just a few of those noted in recent editions of the "Commerce Reports" of the Bureau of Foreign and Domestic Commerce:

Chinaware, cutlery, etc., No. 18274.—A wholesale and retail firm in Africa has requested an American consular officer to supply catalogues and full information relative to chinaware, cutlery, enamel ware,



No. 66—A royal purple lacquer reading lamp with a distinctive parchment shade. An excellent number of its kind.

POTTERY AND GLASS



A corner in the well appointed salesrooms of Duncan Dithridge, 240 Fifth Avenue, New York.

glassware, locks and cash boxes. Quotations are desired c. i. f., if possible. Correspondence may be in English.

Porcelain tableware, No. 18351.—An American consular officer in Columbia reports that there is a shortage of porcelain table ware in that country, and suggests that if American manufacturers can put this ware on the market for prices ranging from \$14 to \$18 per set of 99 pieces, there is in all probability a good market here.

Household specialties, No. 18358.—An American consular officer in South Africa transmits the name of a man who desires to secure the sole agency and representation of American manufacturers of household specialties. Catalogues, price lists, and literature are requested. Correspondence may be in English.

Glassware, No. 18360.—A traveling salesman in France would like to be placed in direct communication with American manufacturers of glassware with a view to becoming an agent. He is particularly interested in lamp chimneys, and an illustration of the

kind desired is submitted with the report, and may be examined at the bureau or its branch offices. (Refer to file No. 64784.) Correspondence should be in French.

Glass, hardware, etc., No. 18455.—A commercial agent of the bureau reports that a representative of a South American firm, now in this country, desires to become an agent for American manufacturers of window glass, plate glass, sponges, steel shavings, builder's hardware, and construction materials. He formerly acted as a manufacturers' agent.

Chinaware, cutlery, glassware, etc., No. 18488.—A wholesale and retail merchant in Africa informs an American consular officer that he desires to receive catalogues and full information relative to cash boxes, chinaware, cutlery, enamel ware, glassware, cheap lamps, hosiery, small oil stoves, stationery, toys, underwear, and cheap watches and clocks. Correspondence may be in English.

Crockery, No. 18461.—The Bureau is in receipt of a letter stating that there is a demand in India for crockery. The demand appears to be urgent.

News from the Potteries

REQUESTS for immediate shipment of ware, from buyers all over the country, have given the potting interests a feeling of optimism greater than has been felt at any time since the European war broke out. Retailers are now replenishing their rapidly diminishing stocks and are selling more domestic ware than ever before. There seems to be very small chance of German and Austrian goods coming in in large enough quantities to meet the demand for some little while, and this business has reverted to the domestic industry. England and France cannot fill all the demands of the United States when business gets going good this fall. Japan is sending considerable earthenware and a little dinnerware into the market, but there is still a big market for American made goods. Just how long it will be before there will be a rush on the potteries for goods, of course, cannot be determined, but well informed persons connected with the trade are looking for it in the immediate future. Small orders just at the present time seem to be the order of the day, these doubtless being to fill immediate wants, but some specially large contracts have been booked with the mail order houses and manufacturers report an increase in this class of buying, a very good prosperity sign.

* * *

East Liverpool, O.—A noticeable feature of the domestic pottery trade is the promptness with which orders are now being filled by the manufacturers. This is due to the fact that large orders are not general, but small orders are heavy in receipt. The manufacturers hold that judging from the manner business is being received, there will be a rush on the part of the buyers later in the season, which will eventually crowd plants, and that not a few buyers are now anticipating their wants in advance.

* * *

Mt. Clemens, Mich.—That business at the Mount Clemens Pottery plant is booming is much in evidence these days. Since the company began making their first shipments, in March, last, and regardless of the fact that the management is working every available man, at no time since operations commenced, at this, our latest industry, have orders on hand been filled on schedule time.

And it is largely due to this fact that a contract was let yesterday, at a special meeting of the board

of directors, for two additional kilns, operations upon which are to be commenced at once. A large addition which will give additional floor space, is also to be constructed on the west side of the present building.

The two extra kilns, it is estimated, will make it possible for the pottery to turn out from \$50,000 to \$60,000 worth of ware yearly, in addition to the present output. Hubarth & Schott were the low bidders for the work, which will involve an expenditure of many thousands of dollars.

The company is now employing about 200 hands.

* * *

Mexia, Tex.—The executive committee of Mexia's Commercial Club has closed a deal with H. P. Turner & Sons of Athens to establish a pottery here at once. This plant will give employment to about twelve men and the plant's capacity will be about fifteen cars per month, consisting of jars, jugs, crocks and cooking vessels.

* * *

Grafton, W. Va.—H. A. Baldridge, of Rochester, N. Y., and E. E. Myers, of Pittsburgh, were added to the board of directors of the Consolidated Manufacturers, Pottery Company, at the annual meeting of stockholders recently held at Grafton. Other members of the board elected were: A. O. C. Ahrendts, George R. Ahrendts and S. B. Davis. The directors elected the following officers: President, A. O. C. Ahrendts; vice-president, H. A. Baldridge; secretary and treasurer, George A. Ahrendts; sales manager, S. B. Davis. The company has not been operating its plant steadily during the summer, but with the event of the active buying season took on a lot of business that will insure activity throughout the winter.

* * *

Akron, O.—The Summit China Co., which is now controlled by the Bowman interests of Cleveland, O., is erecting several kilns, and in each instance an improved business condition has necessitated increased kiln capacity.

* * *

Clarkeburg, W. Va.—The new plant of the McNicols China Co. has been rather inactive during the summer, operations are progressing under a full schedule. This is a new factory and was only placed in initial operation last spring.

LEIPZIG FAIR TO BE HELD AS USUAL.

THE New Year Fair, an annual event in Leipzig, Germany, will be held as usual this season, the authorities having set the date for January 3 to 16, inclusive. At this time the ceramic manufacturers of Germany, her allies, and neutral countries, will show the new samples for the forthcoming year. In addition to a general display of ceramic samples, the glass working, metal, wood and housefurnishing trades will also exhibit.

The Autumn Fair held last month was a success in every way and the exhibitors were pleased with the results. The number of buyers increased as compared with the last Easter Fair, and it is evident that the Autumn Fair, the same as before the war, serves, primarily, the home market. However, this should not indicate that foreign buyers were absent. The long list of buyers brings forth the interesting fact that not only neutral countries were represented, but also hostile countries. From neutral countries were noted buyers from Switzerland, Denmark, Rumania, the United States, Holland and the Balkan States. A few buyers came from Poland and Belgium, one buyer from China and a number from England and Russia.

Trade in practically all lines was satisfactory, although a certain restraint was noted in the metal ware trade, which is suffering on account of the confiscation of copper, nickel and brass. Interest centered in everyday commodities, while articles of luxury were less in demand. A particularly good business was done in the porcelain and cut glass line.

DOMESTIC POTTERY LACKS HARMONY, SAYS ARTIST.

“AMERICA is just coming into its color sense. As a nation until recently,” says Henry J. Davison, decorator and artist, “we have not even had the rude delight that one finds in color for its own sake that one finds everywhere in the European peasant. The failure of American art is in the paucity of art values in little things, the cheap common things.

“Our cheap things are so unadulteratedly ugly. Contrast us with Japan. There you see a people aware that life matters moment by moment, that it is folly to consecrate some hours to loveliness and some to drabness.

“The infinite care with which the simplest dishes of the humblest kitchens are shaped enhances the value of life itself. The appreciative sense of landscape that is the essence of Japanese culture is a thing that a people have given to themselves through the centuries. Every detail of their lives is matter for artful consideration.

“The Japanese make the most accurate distinctions in color of any people in the world, and they are, too, aware of the preciousness of color. They keep it, as it

were, behind closed doors. Your sense as you pass through the land is of a certain grayness, but beneath the black silk kimono is the color—the delicate orange, the mysterious rose. The kitchen comes before the garden.

“It is hardly possible to translate into words the quality of reserve one feels in Japan.

“But we are on the way to understanding, and are learning new ways of blending and appreciating color every day.”

“When the women of America are ready to insist upon it, American manufacturers will furnish, cheaply, as decorative crockery as the little hand potteries of Bohemia and Bavaria. There is no need to eat eternally off heavy stone gray dishes if a demand for something else makes itself felt. It is all part of democratic pace. We are all preparing to live at the top, and so much of what art we patronize as we go along is not built on the true principles of fitness and what adds peace and beauty to our own lives, but is imitative of other tastes with other purposes and quite other means of gratification.

“We live, too, in an age of mechanically perfect standardization, and our best efforts have been to produce a flawless article.” He tapped a plate, made in New Jersey, certainly the most evenly transparent porcelain in the world, from a factory that boasts that it never turned out a “second.” Presently we shall come to an age when we bend our whole effort on cheapening lovely things.”

SWISS TOYS FOR AMERICA.

IN Switzerland the toy industry has recently been developed to a considerable extent. Various organizations in different parts of the country have joined hands with a view of increasing its efficiency and of encouraging and facilitating the exportation of its products. Important orders have already been filled for France and England. Some firms alone have produced hundreds of new models in wood and in pasteboard and more are being added daily. The industry is now in a position to take care of a large foreign demand and to supply much of the needs of the United States.

The new Swiss Foreign Trade Bureau Metropo, Börsenstrasse 10, Zürich Stand, Zürich (see Commerce Reports for Aug. 26, 1915) has prepared lists of reliable manufacturers, is ready to put buyers in communication with the producers, and holds itself at the disposal of those anxious to form connections in this field. A collection of catalogues and samples will shortly be established there.

Additional information and addresses of Swiss manufacturers of toys, as well as of musical instruments of all kinds, may now also be had from the Legation of Switzerland in Washington, D. C., which has declared its willingness to assist American importers in securing the needed articles.

OBITUARY

DAVID JENKINS.

DAVID JENKINS, a pioneer glass manufacturer, and father of D. C. Jenkins, head of the glass manufacturing plant bearing his name at Kokomo, Ind., died at his home in Los Angeles, Cal., early this month after a fall in which he sustained a fractured hip. Mr. Jenkins was 83 years old and a native of Wales. He came to this country at an early age, his family locating in Pittsburgh, Pa.

Deceased was a thorough glass maker, and had been engaged in the business all his life. He was associated with his son in business, and together they erected a glass plant in Findlay, Ohio, in 1888. This was sold in 1894 and they went to Indiana, where they established a factory at Greentown. This plant was sold to the National Glass Company in 1898. D. C. Jenkins organized a company in Kokomo two years later which was destroyed by fire and the present D. C. Jenkins Glass Company was organized, the elder Mr. Jenkins taking stock with his son. He was a factory superintendent for fifty years and was employed at the Kokomo factory up to 1914, when he went to California to live with a daughter.

Mr. Jenkins was a veteran of the Civil War, and is survived by two sons and four daughters.

ILLINOIS UNIVERSITY TO HAVE \$15,000 CERAMIC BUILDING.

IN about a year's time the doors of the new Ceramic Engineering Building of the Illinois University will be thrown open to young men in search of ceramic knowledge, the cornerstone of this handsome new edifice to be erected at a cost of \$150,000 having been laid September 27th.

This building is to be three stories in height, and will cover a ground area of 67 x 189 feet. The interior plans call for a series of panels in the corridors, each panel to be of a different brick, from the various brickmaking factories in the state.

Statement of the Ownership, Management, Circulation, etc., required by the Act of August 24, 1912, of POTTERY AND GLASS, published monthly at New York, N. Y., for October 1, 1915:

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(Signed) T. A. CAWTHRA, Editor.

Sworn to and subscribed before me this 13th day of September, 1915. John S. Potter, Notary Public (N. Y. Co. 3004).
[SEAL] (My commission expires March 30, 1916.)

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But generally we feel safer with friends who are vouched for—friends we have met through introduction—friends who are friends of our friends—friends who are bonded to be safe first—second—and all times.

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tributors, those who advertise in the trade magazines are the safest. They have to manufacture perfect goods, cut costs to a minimum and quote just figures. They have to do this not only to-day or to-morrow but every day in the year, for advertising creates a reputation—and this reputation must be upheld.

Moreover, the publishers of the trade magazines examine the record of a manufacturer before he advertises. They question his methods and his copy and only the safe kind pass muster. They discover before it is too late whether he is the type of a friend they would be glad to introduce individually to each friend of their magazine.

The advertisers in Pottery and Glass all have reputations to uphold. They are working persistently and indefatigably to make their repeat orders better than the first—to raise quality and lower price whenever possible. They are striving for new friends on the introduction of their old ones.

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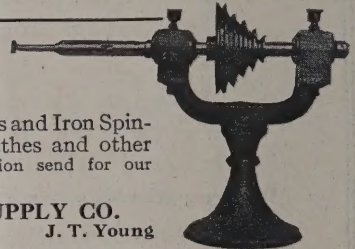
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